

How to Construct Goal Statements, Objectives, and Action Steps

Goals

A goal is a general statement that describes what you want to achieve and includes an action word. It does not include specifics on how, when, who, or why.

Objectives

Objectives need to include **all** of the following criteria:

Specific:	The end result is very clear to everyone
Measurable:	You can count or see it
Attainable:	Is it possible for you to achieve it?
Relevant:	It supports the Vision
Time-bound:	Objectives are achieved by specific dates

Action Steps

Action steps are very specific activities that need to be accomplished in order to meet an objective. Action steps need to contain timelines and who is responsible for completing the “step”.

Example:

Current Goal IV: *To promote increased availability and accessibility of quality early childhood services.*

Suggested re-wording of Goal IV: *To increase availability and accessibility of quality early childhood services*

Objective: To increase the level of early care and education professionals with two-year college degrees or CDAs by 10% by July 2008.

Action Steps

1. Identify the current number of early care and education professionals with 2-year college degrees or CDAs by March 2006. Lead person _____
2. Identify available professional development training opportunities by June 2006. (Is the training capacity sufficient?) Lead person _____
3. Identify resources or incentives by August 2006. Lead person _____
4. Develop and disseminate information to early care and education professionals by November 2006. Lead person _____
5. Identify the percentage of increase of early childhood professionals with 2-year degrees or CDAs. Lead person _____